

### **REMARKS**

Reconsideration of this application, as amended, is respectfully requested.

Claims 1-49 are pending. Claims 1-49 stand rejected.

Claims 1, 9-10, 18-19, and 27 have been amended. Claims 3-4, 12-13, and 21-22 have been cancelled. No claims have been added. Support for the amendments is found in the specification, the drawings, and in the claims as originally filed. Applicants submit that the amendments do not add new matter.

### **Rejections Under 35 U.S.C. § 102(e)**

Claims 1-3, 5-12, 14-21 and 23-43 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,442,529 Krishan et al. (“Krishan”).

Applicant has amended claim 1 to particularly point out that sending network configuration information from a server processing system to the client processing system is performed using a Dynamic Host Configuration Protocol (“DHCP”), wherein the network configuration information includes at least one of presentation information, or an address representative of the presentation information formatted in accordance with the DHCP, such that the presentation information is presented through the DHCP when the client processing uses the network configuration information.

Krishan discloses a completely different method than claimed by Applicant. Krishan discloses a mini-portal to connect a personal computer to the Internet through a validation server, which provides a uniform address locator to pointers to advertisements (“messages”) to be displayed on the personal computer. More specifically, Krishan discloses

Validation server 53 is operated by the portal provider, and provides validation stamps and configuration data to mini-portals. As will be explained in detail hereinbelow, when mini-portal 51 is initialized, it contacts validation server 53, sends its serial number or other identifying information, and receives a validation stamp and other configuration information, such as a uniform resource locator (URL) of the advertisement server from which mini-portal 51 will receive pointers to advertisements. Whenever its validation stamp expires, mini-portal 51 must contact validation server 53 to obtain a new validation stamp and configuration information.

(Krishan, col.12, lines 41-52) (emphasis added)

Krishan, in contrast, merely discloses sending configuration information, including an URL to pointers to messages to be displayed, and does not disclose, teach, or suggest sending, using the DHCP, the network configuration information having at least one of presentation information, or an address representative of said presentation information formatted in accordance with the DHCP, such that said presentation information is presented through the DHCP when the client processing uses the network configuration information, as recited in amended claim 1.

Because Krishan does not set forth all the limitations of amended claim 1, Applicant respectfully submits that amended claim 1 is not anticipated by Krishan under 35 U.S.C. § 102(e).

Given that claims 2, and 5-8 depend, directly or indirectly, from amended claim 1 and add additional limitations, Applicant respectfully submits that claims 2, 5-8 are likewise not anticipated by Krishan under 35 U.S.C. § 102(e).

Because amended independent claims 9-10, 18-19, and 27 and their respective dependent claims 11, 14-17, 20, 23-26, and 28-49 contain at least the discussed above limitations of amended claim 1, Applicant respectfully submits that claims 9-10, 18-19, and 27 and their respective dependent claims 11, 14-17, 20, 23-26, and 28-49 are likewise not anticipated by Krishan under 35 U.S.C. § 102(e).

**Rejections Under 35 U.S.C. § 103(a)**

Claims 4, 13 and 22 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,442,529 of Krishan et al. (“Krishan”). Claims 44-49 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,442,529 of Krishan et al. (“Krishan”) in view of U.S. Patent Application No. 2003/0083931 of Lang (“Lang”).

With respect to amended claim 1, as set forth above, Krishan fails to disclose, teach, or suggest the limitation of amended claim 1 of sending network configuration information from a server processing system to the client processing system using a Dynamic Host Configuration Protocol (“DHCP”), wherein the network configuration information having at least one of presentation information, or an address representative of the presentation information formatted in accordance with the DHCP, such that said presentation information is presented through the DHCP when the client processing uses the network configuration information.

Lang discloses transmitting selective advertisements to targeted mobile users of electronic devices linked to a wide area network. More specifically, Lang merely discloses assigning a temporary numerical address to the user’s computer by a network server so that advertisements may be transmitted directly to the computer when connected to the wide area network (Lang, [0008]) and, similarly to Krishan, fails to disclose, teach, or suggest sending network configuration information from a server processing system to the client processing system using a Dynamic Host Configuration Protocol (“DHCP”), wherein the network configuration information having at least one of presentation information, or an address representative of the presentation information formatted in accordance with the DHCP, such that the presentation information is presented through the DHCP when the client processing uses the network configuration information, as recited in amended claim 1.

Thus, neither Krishan, nor Lang discloses, teaches, or suggests such limitation of amended claim 1.

Furthermore, even if Krishan and Lang were combined, such a combination would lack such limitation of amended claim 1.

Therefore, Applicant respectfully submits that amended claim 1 is not obvious under 35 U.S.C. § 103 (a) over Krishan in view of Lang.

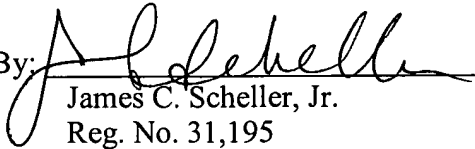
Given that claims 2, 5-8 depend, directly or indirectly, from amended claim 1 and add additional limitations, Applicant respectfully submits that claims 2, 5-8 are likewise not obvious under § 103 (a) over Krishan in view of Lang.

Because amended independent claims 9-10, 18-19, and 27 and their respective dependent claims 11, 14-17, 20, 23-26, and 28-49 contain at least the discussed above limitations of amended claim 1, Applicant respectfully submits that claims 9-10, 18-19, and 27 and their respective dependent claims 11, 14-17, 20, 23-26, and 28-49 are likewise not obvious under § 103 (a) over Krishan in view of Lang.

It is respectfully submitted that in view of the amendments and arguments set forth herein, the applicable rejections and objections have been overcome. If there are any additional charges, please charge Deposit Account No. 02-2666 for any fee deficiency that may be due.

Respectfully submitted,

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